



CITY OF DURHAM | DURHAM COUNTY
NORTH CAROLINA



Date: September 29, 2017

To: HR&A Advisors; City of Durham General Services Department

From: Durham City-County Planning Department

Subject: Police Headquarters Site – Community Outreach Summary

Part One: Overview & Context

This memorandum provides a high-level summary of public comments received by City staff regarding the future of the current Police Headquarters site (505 W. Chapel Hill Street) during a period of community outreach between September 1st and September 29th, 2017. Input was solicited both in-person and online, including: an online questionnaire, four pop-up workshops located around the downtown area, one workshop with the Durham City-County Appearance Commission, and two community workshops. A project website was created as a “one-stop-shop” for all project information, including meeting notices, project materials, and opportunities to get involved. **In all, it is estimated that over 1,200 people participated in this public process.**

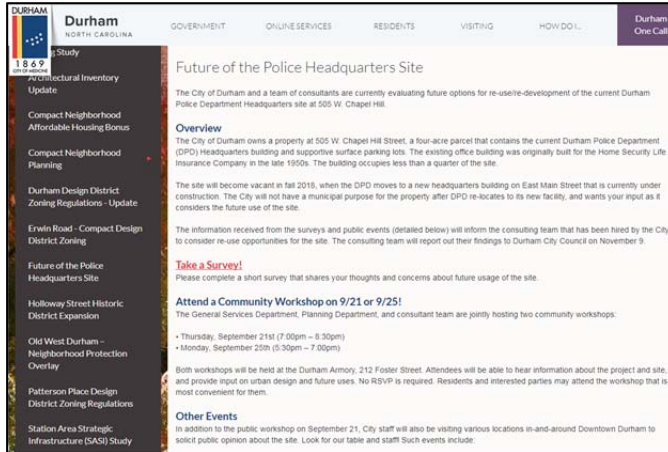
Summary of Outreach & Participation			
	Event	# of Participants	# of Comments Submitted
1	Pop-Up Workshop – Farmers Market (9/16)	~100	50
2	Pop-Up Workshop – City Hall (9/18)	~35	16
3	Pop-Up Workshop – Durham Station (9/19)	~100	56
4	Pop-Up Workshop – Durham Co-Op (9/20)	~60	27
5	Appearance Commission Workshop (9/20)	12	1
6	Community Workshop – Armory (9/21)	~30	13
7	Community Workshop – Armory (9/25)	~20	7
8	Online Questionnaires (9/1 – 9/25)	912	912
	TOTAL	~1,269	1,082
Note: 1-4, 6-7 are staff estimates.			

Given the depth and volume of comments, this memorandum only provides a high level summary and identifies key themes. All submitted comments will be provided to the consulting team. Additionally, it is important to note that this memorandum is a summary of public comment, and is not the official recommendation of the City of Durham.

During the outreach process, two sets of questions were asked – one set via the online questionnaire and another via pop-up and community workshops. While the two different sets of questions dovetailed in many ways, the in-person workshops also included sketches of possible future development opportunities. With this in mind, this memorandum is organized into two main sections: (a) *Summary of Online Questionnaires* and (b) *Summary of Workshops*. A third section (c) *Appearance Commission Workshop* details the highlights of this commission’s recommendations.

Part Two: Summary of Online Questionnaires

A ten question survey was launched on September 1st and advertised through the City's webpage, social media, word of mouth, flyers/posters, and more. As of the date of this memorandum, 912 questionnaires were completed. The questionnaire is set to restrict by IP address in order to prevent one computer from submitting multiple responses.



The project website linked to an online questionnaire while social media drew attention to the site.



Key Findings

- **Demographics.** Nearly all who completed the questionnaire live in Durham (83.5%) and roughly half have lived in Durham for 10+ years (49.2%). Two-thirds (62.8%) work in Durham and 15.6% of respondents noted that they own a business in Durham.
- **Desired Future Use.** Respondents were asked to consider future uses for the site and rank them based upon their personal preference. Housing was the top community preference, followed by a cultural/community facilities space. The weighted scores for future uses (ranked from 0-5, with 5 as the highest) are provided in the table below as is the percentage of respondents that listed that use as their first or second priority.

Desired Future Use – Questionnaire Responses			
	Choices	Weighted Average	% 1 st or 2 nd Priority
1	Housing, including affordable or supportive housing	3.62	56.7%
2	Cultural and/or community facilities space	3.33	49.0%
3	Open space, including park space or pedestrian plazas	3.23	45.4%
4	Office space, including affordable office space	2.65	27.3%
5	Retail	2.41	23.1%

Four hundred and thirty submissions also contained comments providing further qualifying details about their responses. These detailed comments were provided to the consulting team.

- *Desired Future Design.* Respondents were asked to consider future design considerations for the site and rank them based upon their personal preference. Connectivity through the site and an engaging pedestrian realm was the top community preference, followed by a public plaza, green space, and a gathering space. The weighted scores for future uses (ranked from 0-5, with 5 as the highest) are provided in the table below as is the percentage of respondents that listed that use as their first or second priority.

Desired Future Design – Questionnaire Responses			
Choices		Weighted Average	% 1 st or 2 nd Priority
1	Connectivity through the site and an engaging pedestrian realm	3.80	64.0%
2	Public plaza, green space, and/or gathering space	3.55	58.5%
3	Distinctive architectural design	2.79	31.4%
4	Attractive building materials	2.58	25.4%
5	Public art	2.50	20.0%

Two hundred and twenty six submissions also contained comments providing further qualifying details about their responses. These detailed comments were provided to the consulting team.

- *Existing Structure.* Participants were asked their opinion about the future of the existing structure. There was no clear community consensus on its status, with 43.4% of respondents stating it is not important to save the building, 33.1% advocating some level of preservation, 15.6% with no opinion, and 8.0% specifying some “other” opinion.

Existing Structure – Questionnaire Responses		
Choices		%
1	I do not think it is important to preserve the existing building.	43.4%
2	The existing building should be preserved, but only if financially feasible.	20.6%
3	I have no opinion on the future of the existing building.	15.6%
4	The existing building should be preserved, regardless of current financial feasibility.	12.5%
5	Other	8.0%

Two hundred and twenty six submissions also contained comments providing further qualifying details about their responses. These detailed comments were provided to the consulting team and can be viewed on the project website.

Part Three: Summary of Workshops

In addition to the online questionnaire, City staff hosted two community workshops as well as four pop-up workshops throughout the greater Downtown Durham area. The pop-up workshops were designed to “go to the people” and engage residents in everyday settings, such as at a grocery store, the bus station, a farmers market, and outside City Hall before a City Council meeting. Residents were invited to talk to staff, share their vision for the site, and view and provide input on four different development concepts.

The workshops included:

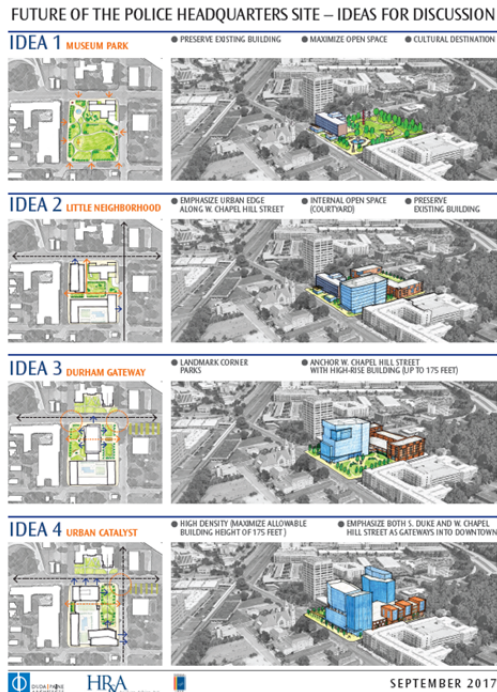
- Pop-Up Workshop – Farmers Market (9/16)
- Pop-Up Workshop – City Hall (9/18)
- Pop-Up Workshop – Durham Station (9/19)
- Pop-Up Workshop – Durham Co-Op (9/20)
- Community Workshop – Armory (9/21)
- Community Workshop – Armory (9/25)



Clockwise, from the top: Staff answer questions at the Durham Farmers Market; a pop-up station outside of City Hall caught City Council attendees before a meeting; bus riders provide input at Durham Station; and staff and residents discuss different development ideas at the Durham Co-Op.

After viewing the four potential development scenarios and discussing them with City staff, participants were asked to provide input on which scenario (or parts of different scenarios) best aligned with their vision for the site. The development scenarios can be viewed on the project website. The following five questions asked were:

- **Mix of Uses.** Which design idea presents the mix of uses you like best?
- **Intensity.** Which design idea presents the level of intensity (height and density) you'd like to see happen at the site?
- **Orientation.** Which design best matches your idea of how development should be oriented?
- **Open Space.** Where would you most like to see open space included?
- **Preservation.** Do you prefer design ideas where the existing building is kept and incorporated as part of new development or designs where the existing building is not retained to make way for new development?



Future of the Police Headquarters Site | Comments Worksheet

Each of the four posters at Station #5 depicts a potential design concept for future development of the existing DPD HQ site. It is important to remember these are ideas, and do not actually represent finalized buildings or plans. Our goal is to gather your reaction to these different designs, so we can incorporate your feedback as we work to refine these ideas and come up with more concrete potential site programs. Our main priority is to understand your aspirations for the future of the site along the following aspects:

- 1. Mix of Uses:**
Which design idea presents the mix of uses you like best?
- 2. Intensity:**
Which design idea presents the level of intensity (height and density) you'd like to see happen at the site?
- 3. Orientation:**
a. Which design best matches your idea of how development should be oriented?

b. Where would you most like to see open space included?
- 4. Preservation of Existing Buildings:**
Do you prefer design ideas where the existing building is kept and incorporated as part of new development or designs where the existing building is not retained to make way for new development?
- 5. Other Comments:**
Is there anything else about the design ideas that you would like to comment on?
(Feel free to use the back of this sheet)

Participants viewed four development scenarios and submitted a worksheet.

Participants were also given the opportunity to provide open-ended responses. The intention was for the development scenarios to assist stakeholders in visioning what is possible on the site and allow more detailed feedback about their vision for the future of the site. In total, 169 comment sheets were submitted. All worksheets have been provided to the consultant team for their review.

The accompanying table summarizes the responses received from all six in-person workshops. Overall, the "Museum Park" concept (Idea #1) received the most support with 38%, but there was no clear consensus choice. This concept also received the most support with regards to the intensity (density and height) of the site with 36%. To contrast, the second greatest support (25%) went to the "Urban Catalyst" concept (Idea #4) which has the greatest intensity of the four scenarios. With regards to orientation and open space location, the "Museum Park" concept again received the most support. Finally, preservation of the existing building received 42% support, while 27% did not support preservation. The open-ended answers were

widely varied with ideas for future development of the site, with frequent recurrences of affordable housing, affordable uses, parks and open space, and a variety of mix of uses.

Community & Pop-Up Workshop Responses						
Questions		Idea #1 "Museum Park"	Idea #2 "Little Neighborhood"	Idea #3 "Durham Gateway"	Idea #4 "Urban Catalyst"	Combination of Various Ideas
1	Which design idea presents the mix of uses you like best?	38%	18%	11%	15%	18%
2	Which design idea presents the level of intensity (height and density) you'd like to see happen at the site?	36%	18%	8%	25%	15%
3	Which design best matches your idea of how development should be oriented?	36%	17%	15%	13%	16%
4	Where would you most like to see open space included?	Varied Responses				
		Yes	No	Maybe	No Preference	No Responses
5	Do you prefer design ideas where the existing building is kept and incorporated as part of new development?	42%	27%	3%	9%	18%

Additionally, many completed worksheets also contained written ideas and concerns beyond these five questions. Worksheets were provided to the consultant team for their consideration.

Part Four: Durham City-County Appearance Commission Workshop

On September 20th, the Durham City-County Appearance Commission (DCCAC) met for their regularly scheduled monthly meeting and discussed the future of the Police Headquarters site. The DCCAC is a joint City-County commission focused on improving community appearance and promoting good design. Members include design professionals such as architects, urban planners, landscape architects, builders, and real estate agents.

Staff provided an overview of the project and supplied supporting materials to guide them in their discussion. After discussing various aspects of the site, the Commission unanimously approved a memorandum with ten recommendations. This memorandum was sent to the governing bodies as well as provided to the consultant team. Some of the key recommendations included preserving the existing Milton Small building, remaining open to

parcel subdivision, including well-designed affordable housing, ensuring a mix of uses and incorporating park space.